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ANNUAL REPORT

of the

SOUTH CAROLINA

EDUCATIONAL TELEVISION

COMMISSION

For The Fiscal Year

From July 1, 1974 to June 30, 1975

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Introduction

This report is an in-depth study of the South Carolina Educational Television Commission, its goals, objectives, and accomplishments of the past year.

Goals and objectives have been determined on the basis of the demands being made for educational communications service by the citizens and agencies of the State of South Carolina. These demands for service, tempered by knowledge of past activities and existing resources for the production and transmission of educational materials, have been used as the basis for meeting these major objectives.

This report reflects the accelerated use of ETV and its increased effectiveness. Educational television has truly come of age in South Carolina. We have established the major elements of our long planned comprehensive educational communications system. Services to the remaining unserved schools and areas of the State are being completed on a carefully planned, systematic basis.

The ETV budget, in spite of the many services provided to all levels of education, represents only 1.4% of the State's total education budget. ETV represents the most economical, effective, and often the only method for making many educational resources and services available to all schools throughout the State. Through ETV we are better able to respond to ever-increasing educational problems, and to meet the State's present and future needs — squarely, realistically, and economically.

A national long-range ETV task force recently completed work on a comprehensive plan for providing substantial national funding in support of ETV operations across the country. They turned to South Carolina for our past vision of ETV's potential to assist education at all levels. As major background information, they are using the original South Carolina plan for ETV development. Once again South Carolina's ETV system has been singled out as a goal for others to work toward.

We have the opportunity to take advantage of our headstart in ETV development. By continuing with the systematic completion of our system, we can maintain our position of leadership and be in line to receive an optimum share of forthcoming national funding for support of ETV activities.

By moving ahead we can also come much closer to meeting the greatly increased requests for use of the system coming from all levels of education. These requests are moving rapidly beyond our capacity to provide service and the use of ETV has been increasing at an accelerated pace at all levels.

In 1974-1975, the use of ETV services by the public schools increased by 23.5% over 1973-1974, to a total ETV course enrollment of 968,411 serving 253,029 individual public school students throughout the State.

Similarly, in other areas, ETV use increased in both numbers served and numbers and varieties of courses presented. Public education has concluded one of the most difficult periods of its history. Emphasis is again being placed on instructional quality and on up-lifting educational standards. ETV can play an increasingly important role in this up-lifting process through its capacity to provide superb resources to all schools.

1974-75 was particularly highlighted by increased services in higher education and in serving state agencies. Six college courses were offered for obtaining credit at home — more than in any other State. This service, paralleling that of the famed British "Open University" is a concept which allows those who wish to further their college education without giving up their jobs, moving to new cities, or interrupting their family life to receive the benefits of the State's efforts in higher education in the most economical way possible. Further, 54 three credit-hour college courses were offered through ETV's unique closed circuit network including courses leading to master's degrees in business administration, engineering and science, and other business administration courses and courses offered for colleges of education. Additionally, courses for advanced placement for high school students were offered.

Improved and increased service to State agencies resulted in well over a million dollars in savings to the State through state-wide conferences held over the closed circuit which eliminated the travel and expenses normally associated with such meetings.

One out of every eight South Carolinians (318,167) was enrolled in formal course credit over ETV.

History, Statutory Authority, and Mandate

The following brief outline of the development and accomplishments of South Carolina's educational television system is included for reference purposes and as a basis of comparison for future developments.

1. 1957-58—The General Assembly passed a concurrent resolution which called for a study of the use of television in the public schools. R. M. Jefferies, Jr., was chairman of the subcommittee that carried out this study. On March 11, 1958, that committee recommended that a pilot project be set up in one Columbia school.
2. 1958-59—In the summer of 1958 a studio was built at Dreher High School and equipment installed under the direction of Henry J. Cauthen, technical director. During the school year, French and geometry were offered and the project was evaluated by R. Lynn Kalmbach of the Columbia City Schools. Public school ETV course enrollment — 300.
3. 1959-60—Educational television services were extended to five Columbia area schools and algebra was added to the programming originating from Dreher. Public school ETV course enrollment — 1,500.
4. 1960-61—The General Assembly created the South Carolina Educational Television Commission with R. M. Jefferies, Jr., serving as chairman. The Commission selected R. Lynn Kalmbach as general manager. Four courses were offered on video tape to 31 schools in 11 counties. To provide this closed circuit expansion, the first reduced tariff rate for educational television in the nation was negotiated. Public school ETV course enrollment — 3,300.
5. 1961-62—ETV course offerings were increased to seven. State agencies began utilizing ETV for continuing professional education with a pioneering program in post graduate medical education. For the first time, continuing professional education for South Carolina teachers was available through the ETV system. The closed circuit network was extended to include 50 schools in 26 counties. Public school ETV course enrollment — 14,400.
6. 1962-63—ETV course offerings increased to eleven. The closed circuit network was extended to all counties, reaching 155 public high schools, 36 elementary schools, most state colleges, all university extension centers, five private colleges, two private high schools, and ten hospitals. Public school ETV course enrollment — 18,500.
7. 1963-64—In September, the ETV Network signed on its first open circuit station, WNTV, in Greenville, with WITV in Charleston signing on a few months later. ETV course offerings continued to

- expand. Public school ETV course enrollment — 47,200.
8. 1964-65—With the State in the midst of a dramatic business and industrial expansion, specialized training for personnel in these fields was offered. The closed circuit network continued to expand and funds were appropriated for the third open circuit station to be located in Columbia. In June, General Manager R. Lynn Kalmbach passed away. Public school ETV course enrollment — 88,700.
 9. 1965-66—Henry J. Cauthen was named Executive Director of the ETV Network. ETV services expanded and diversified, offering elementary school series, programs for the general public, and increased series for continuing professional education with special emphasis on teacher education. The nation's first statewide program for training of law enforcement officers was begun. Public school ETV course enrollment — 116,300.
 10. 1966-67—The Columbia open circuit station, WRLK-TV, signed on and was named in honor of the late R. Lynn Kalmbach. Extensive programming for elementary schools was offered for the first time through the three broadcast stations. ETV offerings for the public schools reached a total of 32 courses. Construction was begun on the next two stations of the State's open circuit network. Public school ETV course enrollment — 172,900.
 11. 1967-68—WJPM-TV, Florence, signed on September 3 and was named for the Honorable James Pierce Mazingo, III, of Darlington. On September 5, WEBA-TV, Barnwell, signed on and was named for the Honorable Edgar Allen Brown of Barnwell. A demonstration project of multi-channel closed circuit transmission was initiated in 46 secondary schools in Greenville, Florence, and Darlington Counties. Public school ETV course enrollment — 194,000.
 12. 1968-69—On the basis of highly successful initial results, two additional channels were added to the Florence and Greenville multi-channel projects. In January, coverage for the Rock Hill area was added through the utilization of a translator. The Southern Educational Communications Association (SECA), a non-profit organization consisting of nearly half of the ETV stations in the nation (serving states from Maryland to Texas) was organized and headquartered in Columbia. At this time, the national public broadcasting network was established interconnecting all ETV stations in the country and the South Carolina ETV Network became the feeder point for all ETV stations in this southern section of the country. Public school ETV course enrollment — 327,420.
 13. 1969-70—Two additional channels and three schools were added to the closed circuit multi-channel network in the Spartanburg

- area. The nation's first live domestic satellite transmission was organized in Columbia by the S. C. ETV Commission. This historic program was transmitted from Columbia for live broadcast in Los Angeles, California. Public school ETV course enrollment — 472,362.
14. 1970-71—The University of South Carolina in cooperation with the ETV Commission began a program of graduate study for South Carolina businessmen who wish to work toward an advanced degree in Business Administration. Classes are transmitted "live" over the ETV Network to thirteen receiving classrooms throughout South Carolina. Each receiving classroom has "talk-back" facilities so that all students have direct audio contact with the professor and/or other students. Students who qualify for admission to the program can complete all degree requirements in three calendar years while continuing regular employment. Similar talk-back programs are being conducted for teachers and nurses and other programs will begin with various agencies and educational institutions. Color mobile facilities were placed in operation permitting the production of programs in every community in the State. Public school ETV course enrollment — 476,186.
 15. 1971-72—System expansion was accomplished through the wiring of 1,042 classrooms in elementary schools to receive the broadcast stations and through the extended use of portable video tape recording equipment throughout the State. The system's impact on the national educational broadcasting scene was increased through the production of programs for national broadcast, through the election of President and General Manager Henry Cauthen to the Board of Directors of the Public Broadcasting Service, through Network participation in the planning of an Adult Learning Program Service, and through additional national and regional programming awards. A color studio facility was put into operation and local instructional programs were first produced in color. The Network was again studied intensively; it was again unanimously praised by its appraisers. The Governor's Management Review Study Commission not only proclaimed that the Network was "accomplishing its mission" but also, among other favorable recommendations, recognized that the transmission system should be extended to every school and teacher in the State for both economic and educational reasons. It further recommended that new production and transmission headquarters facilities were required for efficient operation. Support of ETV was further evidenced by the passage by the General Assembly of \$3.6 million in bonds to extend open circuit coverage in the State. ETV public school course enrollment — 515,949.
 16. 1972-73—The Network began operation of its FM educational

radio network with the sign-on of WEPR in Greenville. This made possible the beginning of numerous services for blind and other handicapped South Carolinians. The closed circuit network was being expanded to 31 additional schools, higher education and other locations and 97 schools received increased multi-channel service. Local origination facilities including studio and network programming capabilities were created for the Columbia schools. Higher education institutions began receiving a second channel of service in 16 locations to make possible multi-channel origination for the innovative MBA and parallel programs. Further increases in services to the public schools, to higher education, to adult education, and to children's programming occurred. Public school ETV course enrollment — 608,991.

17. 1973-74—The S. C. Educational Radio Network increased its services to the state with the sign-on of WSCI in Charleston, the second of five projected stations in the radio network. Federal funds were also granted to construct another educational radio station in Sumter, and the General Assembly authorized \$2.2 million in bonds to further extend open circuit coverage. Henry Cauthen received a Presidential appointment to the National Council on the Arts. ETV services to higher education increased dramatically — 58 courses offered for college credit. The General Assembly authorized bonds to permit the construction of a permanent ETV headquarters and studio facility. The closed circuit network expanded multi-channel service to 139 additional schools. Installation was completed of an Instructional Television Fixed Service in Florence County which serves 17 schools, 11 of which, prior to installation, received no closed circuit programming. This new concept for transmission and reception of instructional television allowed many schools to receive instructional programming at a substantial savings. An expanded system of television reception and special scheduling was provided to support the highly innovative quinmester program in the Rock Hill area. Public School ETV course enrollment — 783,938.
18. 1974-75—The ETV Network began construction of long-planned transmitting stations for Beaufort and Sumter; simultaneously, those two communities began construction on the production facilities to produce programs for those stations and the regional distribution centers of the closed circuit network in their respective areas of the State. The local tape and delay center for rebroadcasting instructional programs for the Spartanburg schools began operation. A teaching studio was created by the Lake City schools for feeding the 2500MHz system constructed last year and for teaching electronic maintenance and production to high school students. Closed circuit service was improved by installing a sec-

ond channel of service in 44 schools; a third channel in 116; second and third channels in 5; a fifth channel in 1; fourth, fifth and sixth channels were added to 5 schools, and, 21 schools were connected to the newwork which had never previously received closed circuit service at all. In summary, closed circuit service was upgraded in 192 schools throughout the State. The most dramatic increases in ETV services were in the field of Higher Education. Five open circuit courses were offered for college credit at home and more than 50 full credit courses were offered on closed circuit. Improved and increased service to State agencies resulted in well over a million dollars in savings to the State through state-wide conferences held over the closed circuit which eliminated the travel and expenses normally associated with such meetings. One out of every eight South Carolinians (318,167) was enrolled in formal course credit over ETV. Public school course enrollment alone increased by 23.5% over the previous year. Public School ETV Enrollment — 968,411.

The South Carolina Educational Television Commission was created to provide a comprehensive educational opportunity for all the citizens of the State. From its inception, the educational television system has been committed to the ambitious task of uplifting, broadening, and diversifying the educational opportunities for all South Carolinians, no matter their age, educational level, or location. The Commission and its Network have received acclaim from around the world for its carefully designed, comprehensive transmission system and for its innovative programming and award-winning production accomplishments.

The Commission's statutory authority is contained in Section 21-60 of the Code of Laws of the State.

Utilization and Services Provided

ETV Courses by Grade Level

PRESCHOOL
Roundabout
Ripples

GRADE 1
Sounds to Say/Listen & Say
Words Are for Reading
About Books: Primary
How Can I Tell You
Patterns in Arithmetic 1
Just Wondering
Roundabout
Ripples
Art & You
Time for Sounds 1
Ready? Set . . . Go!

GRADE 2
Sounds to Say/Listen & Say
Words Are for Reading
About Books: Primary
How Can I Tell You
The Electric Company
Patterns in Arithmetic 2
Just Curious
All About You
Ripples
Art & You
Time for Sounds 2
Ready? Set . . . Go!

GRADE 3
Sounds to Say/Listen & Say
Words Are for Reading
About Books: Primary
How Can I Tell You
The Electric Company
Learning Our Language
Patterns in Arithmetic 3
Just Curious
All About You
Animals & Such
Sandlapper's Corner
Art & You
Time for Sounds 3
Ready? Set . . . Go!

GRADE 4
About Books: Intermediate
How Can I Tell You
The Electric Company
Learning Our Language
Cover to Cover
Bill Martin
Patterns in Arithmetic 4
Animals & Such
Search for Science
Understanding Our World
For the Love of Art
Images & Things
Time for Sounds 4
Mulligan Stew
Inside/Out
Bread & Butterflies

GRADE 5
About Books: Intermediate
How Can I Tell You
Cover to Cover
Bill Martin

The Wordsmith
Patterns in Arithmetic 5
The Metric System
Search for Science
Understanding Our World
Let's See America
Places in the News
Americans All
For the Love of Art
Images & Things
Time for Sounds 4
Time for Sounds 5
Mulligan Stew
Inside/Out
Bread & Butterflies

GRADE 6
About Books: Intermediate
How Can I Tell You
Cover to Cover
Bill Martin
The Wordsmith
Getting the Word
Patterns in Arithmetic 6
The Metric System
Search for Science
Process and Proof
Understanding Our World
Let's See America
Places in the News
Americans All
For the Love of Art
Images & Things
Time for Sounds 5
Mulligan Stew
Inside/Out
Bread & Butterflies

GRADE 7
The Wordsmith
Getting the Word
The Metric System
A Matter of Fiction
A Matter of Fact
Contemporary Poetry
Life Science
Let's See America
Places in the News
Americans All
Old World Background
Images & Things
Experiences in Music
Mulligan Stew
Inside/Out
Bread & Butterflies

GRADE 8
The Wordsmith
Getting the Word
The Metric System
A Matter of Fiction
A Matter of Fact
Contemporary Poetry
What On Earth?
Natural Science Specials
Let's See America
Places in the News
Americans All
Old World Background
South Carolina History

Why!/1975
Meet the Arts
Experiences in Music
Health: Your Decision
Workshop Hints
Careers
Drug Education

GRADE 9
Getting the Word
A Matter of Fact
Contemporary Poetry
Spanish I
Humanities
General Mathematics
Elementary Algebra
Places in the News
Americans All
Old World Background
Why!/1975
Government-Politics-Cit.
Meet the Arts
Experiences in Music
Health: Your Decision
Workshop Hints
Careers
Sportsmanlike Driving
Drug Education

GRADE 10
Getting the Word
A Matter of Fact
Contemporary Poetry
Spanish I
Spanish II
Humanities
Franklin to Frost
General Mathematics
Elementary Algebra
Intermediate Algebra
Geometry
Biology and Ecology
Chemistry
Americans All
Old World Background
Why!/1975
Government-Politics-Cit.
United States History
Americans From Africa
Meet the Arts
Experiences in Music
Health: Your Decision
Workshop Hints
Careers
Sportsmanlike Driving
Drug Education

GRADE 11
Getting the Word
Contemporary Poetry
Spanish II
Humanities
Franklin to Frost
Intermediate Algebra
Geometry
Chemistry
Americans All
Old World Background
Why!/1975
Government-Politics-Cit.

United States History
Americans From Africa
Meet the Arts
Experiences in Music
Health: Your Decision
Workshop Hints
Careers
Sportsmanlike Driving
Psychology 101
Drug Education

GRADE 12

Getting the Word
Contemporary Poetry
Humanities
Advanced Math
for High School
Chemistry
Americans All
Old World Background
Why/1975
Government-Politics-Cit.
Meet the Arts
Experiences in Music
Health: Your Decision
Workshop Hints
Careers
Sportsmanlike Driving
Psychology 101
Drug Education

Public School Closed Circuit School Listings

<i>City & Receiving Location</i>	<i>Closed Circuit Channels</i>	<i>City & Receiving Location</i>	<i>Closed Circuit Channels</i>
Abbeville		Cameron	
Abbeville High	A-5, B-3, C-2	St. John High & Elem.	A-5, B-4
*Wright Middle	A-5, B-3, C-2		
Aiken		Cayce	
Aiken High-Aiken Campus	A-5, B-4, C-2	Brookland-Cayce High	A-5, B-4, I-2, K-11, H-9
*Aiken High-Schofield Campus	A-5, B-4, C-2	Busbee Middle	Same
*Aiken Jr. High	A-5, B-4, C-2		
*Kennedy Jr. High	A-5, B-4, C-2	Chapin	
		Chapin High	Loc. 2, Loc. 4, Loc. 5 Loc. 7, Loc. 9
Allendale		Charleston	
Allendale-Fairfax	A-5, B-4, C-2	*C. A. Brown High	A-6, B-3, C-8
Allendale Jr. High	A-5, B-4, C-2	Rivers High	A-6, B-3, C-8
Anderson		Cheraw	
McCants Jr. High	A-5, B-3, C-2	Cheraw High	A-5, B-4
		*Long Jr. High	A-5, B-4
Aynor		Chester	
*Aynor High	A-5, B-4	Chester High	A-5, B-4
		Chester Jr. High	A-5, B-4
Bamberg		Chesterfield	
*Bamberg-Erhardt High	A-5, B-4, C-2	*Chesterfield High	A-5, B-4
*Richard Carroll Jr. High	A-5, B-4, C-2	*Chesterfield Jr. High	A-5, B-4
Barnwell		Clinton	
Hagood Avenue	A-5, B-4, C-2	Bell St. Jr. High	A-5, B-3, C-2
*Barnwell High	A-5, B-4, C-2	Clinton High	Same
Butler Guinyard Middle	A-5, B-4, C-2	*Martha Dendy Jr. High	Same
Batesburg		Clover	
Batesburg-Leesville High	A-5	Clover High	A-5, B-2
		Clover Middle	Same
Bath		Columbia	
L-B-C High	A-5, B-4, C-2	A. C. Flora High	A-5, B-4, H-9, I-2 K-11, Loc. 7
*Jefferson Jr. High	A-5, B-4, C-2	Alcorn Middle	Same
		C. A. Johnson High	Same
Beaufort		*Caughman Road Middle	Same
*Beaufort Jr. High	A-6, B-4, C-2	Columbia High	A-5, B-4, H-9, I-2, K-11, Loc. 7
*Beaufort High	A-6, B-4, C-2	*Crayton Middle	A-5, B-4, H-9, I-2, K-11, Loc. 7
Robert Smalls Jr. High	A-6, B-4, C-2	Dent Jr. High	Same
*Battery Creek	A-6, B-4, C-2	Dreher High	Same
		Eau Claire High	Same
Bennettsville		*Fairwold Middle	Same
Bennettsville High	A-5, B-4, C-2	*Gibbes Middle	Same
Bennettsville Jr. High	A-5, B-4, C-2	*Hand Middle	Same
Marlboro Vocational	A-5, B-4, C-2	*Keenan High	A-5, B-4, H-9, I-2, K-11, Loc. 7
Bethune		*Olympia Middle	A-5, B-4, K-11, H-9, I-2, Loc. 7
Bethune High & Elem.	A-5, B-4	*Perry Middle	Same
		*St. Andrews Jr. High	A-5, B-4, I-2, K-11, Loc. 7
Bishopville		Spring Valley High	Same
*Bishopville High	A-5, B-4, C-2		
*Bishopville Middle	A-5, B-4, C-2	Conway	
		*12th Avenue Elem.	A-5, B-4
Blackville		Conway Sr. High	A-5, B-4
Blackville High	A-5, B-4, C-2	Conway Jr. High	A-5, B-4
Blackville Middle	A-5, B-4, C-2		
Bluffton		Coward	
H. E. McCracken High	A-6, B-4, C-2	J. C. Lynch	I.T.F.S. 7, 9, 11, 13
Blythewood		Darlington	
Hanberry Jr. High	A-5, B-4	Brunson-Dargan Jr.	A-5, B-7, C-11, F-9, Loc. 2 & 4
Branchville			
Branchville High	A-5, B-4		
Camden			
Camden High	A-5, B-4, C-2		

<i>City & Receiving Location</i>	<i>Closed Circuit Channels</i>	<i>City & Receiving Location</i>	<i>Closed Circuit Channels</i>
Darlington Career Center	Same	*Berea High	Same
Mayo High	Same	Carolina High	Same
Pine Middle	Same	Eastside High	Same
St. John's High	Same	Greenville Co.	
		Fine Arts Center	Same
Denmark		Greenville Middle	Same
Denmark-Olar High	A-5, B-4, C-2	Hollis Middle	Same
Denmark Jr. High	A-5, B-4, C-2	Hughes Middle	Same
		Lakeview Middle	Same
Dillon		J. L. Mann High	Same
*Dillon High	A-5, B-4, C-2	League Middle	Same
*J. V. Martin Jr. High	A-5, B-4, C-2	Monaview Middle	Same
		Parker High	Same
Easley		Sevier Middle	Same
Easley High	A-5, B-3, C-2	Southside High	Same
		Tanglewood Middle	Same
Eastover		Wade Hampton High	Same
*Webber Middle	A-5, H-9, B-4, I-2, K-11, Loc. 7		
		Greenwood	
Edgefield		Greenwood High	A-5, B-3, C-2
W. E. Parker Elem.	A-5, B-4	Emerald Jr. High	Same
		Greer	
Estill		Blue Ridge High	A-5, B-3, C-2, G-12 Loc. 8, Loc. 10
Estill High	A-5, B-4		
Estill Middle	A-5, B-4	Greer High	Same
		*Greer Middle	Same
Fairfax		Riverside High	Same
Fairfax Middle	A-5, B-4		
		Hampton	
Fairforest		Hampton Elem.	A-5, B-4
Fairforest Jr. High	A-5, B-2, C-12	*Wade Hampton High	A-5, B-4
Lincoln Middle	Same		
		Hartsville	
Florence		Butler Sr. High	A-5, B-4, C-2
McClenaghan High	A-5, B-7, C-11, F-9 Loc. 2 & 4	Hartsville Jr. High	Same
		Hartsville Sr. High	Same
Moore Jr. High	A-5, B-7, C-11, F-9, Loc. 2 & 4		
		Heath Springs	
Poyner Jr. High	Same	Heath Springs Middle	A-5, C-2
Southside High	Same		
Williams Jr. High	Same		
Wilson Sr. High	Same	Hopkins	
West Florence High	Same	Lower Richland	A-5, H-9, I-2, K-11 B-4, Loc. 7
		Hopkins Jr. High	Same
Fort Mill			
Fort Mill High	A-5, C-2, D-4	Inman	
Fort Mill Jr. High	Same	Chapman High	A-5, B-2, C-12
		*Mabry Jr. High	Same
Fountain Inn			
Byrson Center	A-5, B-3, C-2, G-12 Loc. 8, Loc. 10	Irmo	
		Irmo High	Loc. 2, Loc. 4, Loc. 5 Loc. 7, Loc. 9
Gaffney		Irmo Middle	Same
West Jr. High	A-5, B-2	Irmo Career Center	Loc. 2, Loc. 4, Loc. 5 Loc. 7, Loc. 9, A-5, B-4, I-2
Georgetown		Jackson	
*Howard High Voc.	A-6	*Jackson High	A-5, B-4, C-2
Winyah Sr. High	A-6		
		Johnsonville	
Graniteville		Johnsonville High	I.T.F.S. 7, 9, 11, 13
Leavelle-McCampbell High	A-5, B-4, C-2	Johnsonville Middle	Same
*Freedman Vocational	Same		
		Johnston	
Great Falls		Strom Thurmond High	A-5, B-4
*Great Falls Middle	A-5, B-4		
*Great Falls High	Same		
		Kershaw	
Greenville		Andrew Jackson High	A-5, C-2
Beck Middle	A-5, B-3, C-2, G-12 Loc. 8, Loc. 10	*Flat Creek	A-5, C-2
		Kershaw Middle	A-5, C-2
Berea Middle	Same		

<i>City & Receiving Location</i>	<i>Closed Circuit Channels</i>	<i>City & Receiving Location</i>	<i>Closed Circuit Channels</i>
Kingstree		Norway	
*Kingstree Sr. High	I.T.F.S. 7, 9, 11, 13	*Norway Middle	A-5, B-4, C-2
Wmsbg.-Manpower Training Center	Same	Hunter Kinard	Same
Lake City		Olanta	
Lake City I.T.F.S. Studio	Video A, B, C, F, I.T.F.S. 7, 9, 11, 13	Olanta High	I.T.F.S. 7, 9, 11, 13
*Lake City High	I.T.F.S. 7, 9, 11, 13	Orangeburg	
Lake City Occ. Career Center	I.T.F.S. 7, 9, 11, 13	Orangeburg High	
Lake City Jr. High	I.T.F.S. 7, 9, 11, 13	Bennett Campus	A-5, B-4, C-2
		*Orangeburg-Wilkinson Jr. High Belleville Campus	A-5, B-4, C-2
Lake View		Pageland	
Lake View High	A-5, B-4, C-2	Pageland High	A-5, B-4
Lake View Middle	Same	Pamplico	
Lamar		Hannah Pamplico High	I.T.F.S. 7, 9, 11, 13
Lamar High	A-5, B-7, C-11, F-9 Loc. 2 & 4	Hannah Pamplico Middle	Same
Spaulding High	Same	Pickens	
Lancaster		Pickens Jr. High	A-5, B-3, C-2
*Lancaster High No. 1	A-5, C-2, D-4	Piedmont	
*Lancaster High No. 2	Same	Woodmont High	A-5, B-3, C-2, G-12, Loc. 8, Loc. 10
Landrum		Prosperity	
*Landrum High	A-5, B-2, C-12	Mid-Carolina High	A-5, B-4, C-2, D-8, E-11
Latta		Ridgeland	
Latta High	A-5, B-4, C-2	*Ridgeland High	A-6, B-4
Manning		Rock Hill	
*Manning High	A-5, B-4	*Castle Heights Jr. High	A-5, C-2, D-4, Loc. 8, Loc. 10, Loc. 11
*Manning Elem.	Same		Same
Marion		*Northwestern High	Same
*Johnakin Campus	A-5, B-4, C-2	*Rock Hill High	Same
*Marion High	Same	*Rawlinsong Road Jr. High	Same
*Southside Middle	Same	*Sullivan Jr. High	Same
Marion-Mullins Voc.	Same	*Rock Hill Career Center	Same
Mauldin		Roebuck	
Mauldin High	A-5, B-3, C-2, G-12, Loc. 8, Loc. 10	Roebuck Jr. High	A-5, B-2, C-12
McBee		Salley	
McBee High	A-5, B-4	*Sardis Multi-Media	A-5, B-4, C-2
McCormick		Saluda	
McCormick High	A-5, B-3	Hollywood High	A-5, B-3
*McCormick Middle	Same	Riverside Middle	Same
		*Saluda High	Same
Moncks Corner		Seneca	
Berkeley High	A-6, B-3	Seneca Jr. High	A-5, B-3
*Berkeley Middle	Same	Seneca High	Same
Newberry		Simpsonville	
*Gallman Jr. High	A-5, B-4	Hillcrest Jr. High	A-5, B-3, C-2, G-12, Loc. 8, Loc. 10
Newberry Sr. High	Same		
New Zion		Spartanburg	
*E. Clarendon Middle	I.T.F.S. 7, 9, 11, 13	Carver Jr. High	A-5, B-2, C-12, E-6 Loc. 8, Loc. 10
North		Cleveland Jr. High	Same
North High	A-5, B-4	Evans Jr. High	Same
N. Augusta		Paul Dorman High	A-5, B-2, C-12
N. Augusta Sr. High	A-5, B-4, C-2	Spartanburg High	A-5, B-2, C-12, E-6, Loc. 8, Loc. 10
N. Augusta Jr. High	Same		Same
*Paul Knox Jr. High	Same	St. Paul the Apostle Prevocational Jr. High	A-5, B-2, C-12, E-6, Loc. 8, Loc. 10

<i>City & Receiving Location</i>	<i>Closed Circuit Channels</i>	<i>City & Receiving Location</i>	<i>Closed Circuit Channels</i>
Lincoln Middle	A-5, B-2, C-12	Travelers Rest	
St. George		Northwest Middle	A-5, B-3, C-2, G-12, Loc. 8, Loc. 10
St. George High	A-6, B-3	Travelers Rest High	Same
St. Matthews		Turbeville	
John Ford Jr. High	A-5, B-4	*E. Clarendon High	I.T.F.S. 7, 9, 11, 13
St. Matthews High	A-5, B-4	Union	
St. Stephens		*Union High	A-5, B-2, C-6
*St. Stephens Middle	A-6, B-3	*Sims Jr. High	Same
*St. Stephens High	A-6, B-3	Varnville	
Summerton		*N. District Middle	A-5, B-4
*Scotts Branch High	A-5, B-4	Wagener	
*Summerton Middle	Same	A. L. Corbett Middle	A-5, B-4
Summerville		Wagener-Salley High	A-5, B-4, C-2
Alston-Summerville Jr. High	A-6, B-3, C-8	Walterboro	
*Summerville High	Same	Walterboro Sr. High	A-6, B-3, C-8
Sumter		*Colleton High	Same
*Alice Dr. Jr. High	A-5, B-4, C-2	*Colleton-Walterboro Jr. High	Same
*Bates Jr. High	Same	Ware Shoals	
Sumter High	Same	Ware Shoals High	A-5, B-4, C-2
McClaurin Jr. High	Same	W. Columbia	
Swansea		Northside Middle	A-5, B-4, H-9, I-2, K-11
Swansea Middle	A-5, B-4, C-2	Airport High	Same
Swansea High	A-5, B-4, C-2	Fulmer Middle	A-5, B-4, H-9, I-2, K-11
Taylors		Williston	
Northwood Middle	A-5, B-3, C-2, G-12 Loc. 8, Loc. 10	*Kelly Edwards Middle	A-5, B-4, C-2
Timmons ville		Williston-Elko Middle	Same
Johnson Jr. High	A-5, B-7, C-11, F-9, Loc. 2 & 4	Winnsboro	
Timmons ville High	Same	Winnsboro High Annex	A-5, B-4
		Winnsboro High	A-5, B-4

* Indicates Open Circuit in addition to Closed Circuit reception.

* Indicates Open Circuit in addition to Closed Circuit reception.

* Indicates Open Circuit in addition to Closed Circuit reception.

ETV Utilization

Total ETV Course Enrollment* (See Chart)

1971-1972	510,914
1972-1973	608,991
1973-1974	783,938
1974-1975	968,411

Individual Student Enrollment** (See Chart)

1971-1972	165,745
1972-1973	215,477
1973-1974	234,513
1974-1975	253,029

Total Schools Using ETV (See Chart)

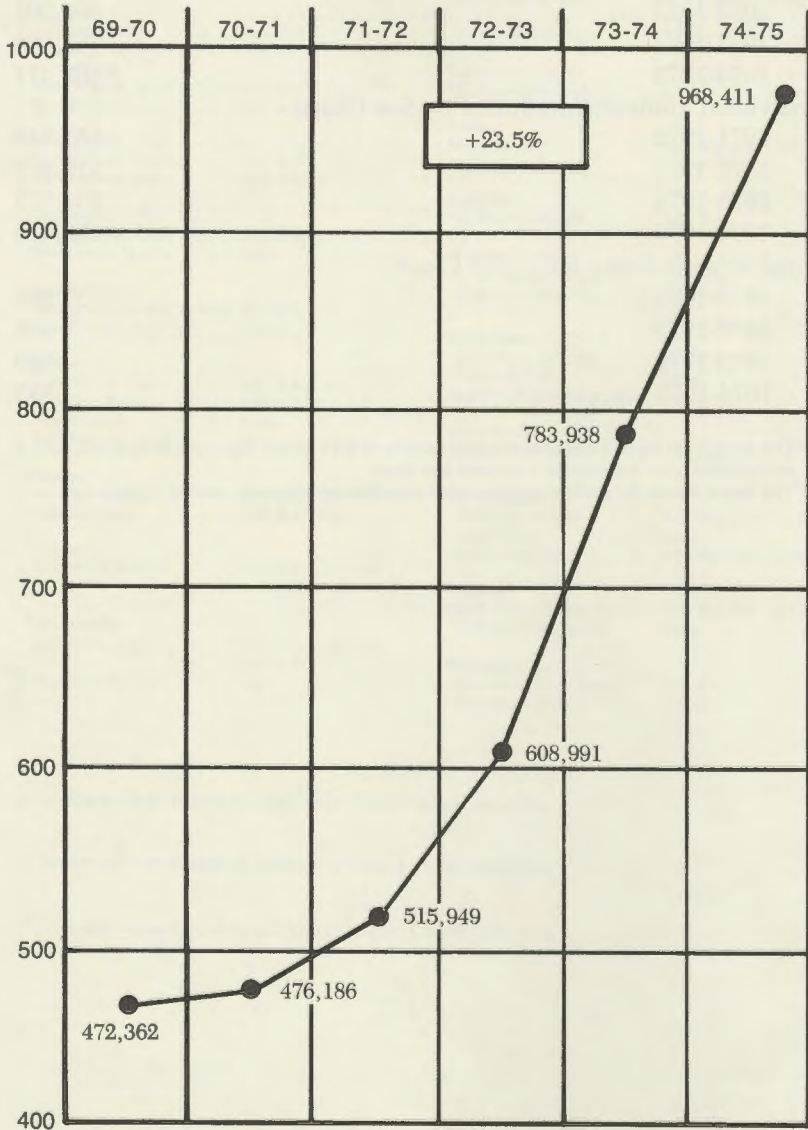
1971-1972	661
1972-1973	806
1973-1974	809
1974-1975	843

* This enrollment figure represents the total number of ETV course exposures to students; thus, a student who takes two courses is counted two times.

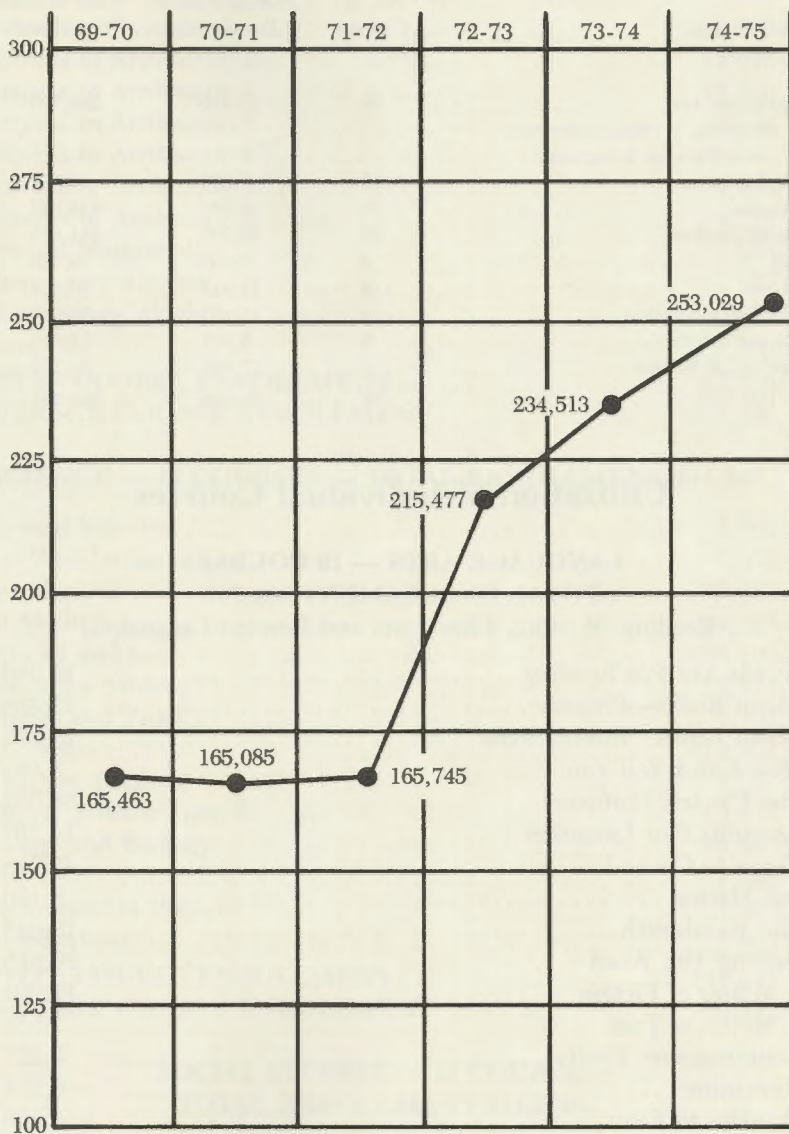
** This figure counts the student only one time regardless of how many courses he may view.



Course Enrollment



Individual Student Enrollment



Course Enrollment Summary

**K - 12th GRADE
1974-1975**

<i>Subject Area</i>	<i>No. of Courses</i>	<i>Average Course Enrollment</i>	<i>Total Course Enrollment</i>
Language Arts (Reading, Writing, Literature and Foreign Languages)	19	15,410	292,795
Mathematics	12	7,306	87,666
Science	14	10,332	144,643
Social Studies	13	16,235	211,061
Art	4	7,352	29,409
Music	6	11,817	70,901
Physical Education	4	15,437	61,748
Career Education	3	5,805	17,416
Additional Resources	3	17,591	52,772
TOTALS	78	12,416	968,411

Utilization of Individual Courses

LANGUAGE ARTS — 19 COURSES

TOTAL ENROLLMENT 292,795

(Reading, Writing, Literature, and Foreign Languages)

Words Are For Reading	12,380
About Books—Primary	27,388
About Books—Intermediate	13,597
How Can I Tell You	8,087
The Electric Company	58,382
Learning Our Language	14,707
Cover to Cover I	47,718
Bill Martin	8,126
The Wordsmith	13,048
Getting The Word	20,615
A Matter of Fiction	12,294
A Matter of Fact	7,589
Contemporary Poetry	5,227
Humanities	6,288
Franklin to Frost	4,620
Spanish I	1,556
Spanish II	520
College English	262
Sounds to Say	30,391
TOTAL COURSE ENROLLMENT	292,795
AVERAGE COURSE ENROLLMENT	15,410

MATHEMATICS — 12 COURSES
TOTAL ENROLLMENT 87,666

Advanced Mathematics	576
The Metric System	29,500
Patterns in Arithmetic 1	17,015
Patterns in Arithmetic 2	12,610
Patterns in Arithmetic 3	10,030
Patterns in Arithmetic 4	6,129
Patterns in Arithmetic 5	4,433
Patterns in Arithmetic 6	4,110
General Mathematics	1,018
Elementary Algebra	927
Intermediate Algebra	109
Geometry	1,209
TOTAL COURSE ENROLLMENT	87,666
AVERAGE COURSE ENROLLMENT	7,306

SCIENCE — 14 COURSES — TOTAL ENROLLMENT 144,643

Physical Science	1,892
Just Wondering	8,030
Just Curious	12,487
All About You	29,823
Animals and Such	16,409
Search for Science	17,114
Process and Proof	3,994
Life Science	19,562
What On Earth	9,697
Natural Science Specials	10,816
Biology and Ecology	6,645
Chemistry	1,248
Classroom On Wheels	1,063
Round About	5,863
TOTAL COURSE ENROLLMENT	144,643
AVERAGE COURSE ENROLLMENT	10,332

SOCIAL STUDIES — 13 COURSES
TOTAL ENROLLMENT 211,060

Ripples	27,426
Sandlappers Corner	35,908
Understanding Our World	8,560
Let's See America	25,249
Places in the News	22,633
Why! 1976	10,190
Americans All	25,426

Old World Background	16,681
S. C. History	14,325
Government-Politics-Citizenship	7,586
America	3,528
U. S. History	13,109
Community Effort	440
TOTAL COURSE ENROLLMENT	211,061
AVERAGE COURSE ENROLLMENT	16,235

ART — 4 COURSES — TOTAL ENROLLMENT 29,409

Art and You	11,247
For The Love of Art	4,214
Images & Things	11,288
Meet the Arts	2,660
TOTAL COURSE ENROLLMENT	29,409
AVERAGE COURSE ENROLLMENT	7,352

MUSIC — 6 COURSES — TOTAL ENROLLMENT 70,901

Time for Sounds 1	20,281
Time for Sounds 2	14,944
Time for Sounds 3	10,742
Time for Sounds 4	8,719
Time for Sounds 5	5,372
Experiences in Music	10,843
TOTAL COURSE ENROLLMENT	70,901
AVERAGE COURSE ENROLLMENT	11,817

PHYSICAL EDUCATION — 4 COURSES TOTAL ENROLLMENT 61,748

Ready Set Go	10,091
Mulligan Stew	14,079
Inside/Out	32,195
Health: Your Decision	5,393
TOTAL COURSE ENROLLMENT	61,748
AVERAGE COURSE ENROLLMENT	15,437

CAREER EDUCATION — 3 COURSES TOTAL ENROLLMENT 17,416

Bread and Butterflies	9,583
Workshop Hints	1,262
Careers	6,571
TOTAL COURSE ENROLLMENT	17,416
AVERAGE COURSE ENROLLMENT	5,805

ADDITIONAL RESOURCES — 3 COURSES
TOTAL ENROLLMENT 52,772

Sportsmanlike Driving	1,065
Psychology	973
Specials	<u>50,734</u>
TOTAL COURSE ENROLLMENT	52,772
AVERAGE COURSE ENROLLMENT	17,591

Teacher In-Service Education

A major facet of our continuing effort involves providing a broad spectrum of in-service education opportunities for teachers in their own schools and homes; many of these are available for college and certification credit. The results of an independently conducted teacher attitude survey show conclusively that South Carolina teachers have a very positive attitude toward using ETV. This attitude is reflected in the increasing number of teachers who have availed themselves of the opportunity to improve their teaching skills through these in-service courses. In 1974-1975, 5,752 teachers took continuing professional education courses on ETV.

ETV schedules (each day from 3:10-4:30) in-service programs which are directly related to classroom series, series for certification or university credit or educational programs of special interest. Several offices of the Department of Education used television and the telephone talk-back facilities for training of specific personnel. Other assistance to the Department of Education included on-site playing of programs by VTR machine at conferences, and other special programming designed to meet individual teacher education needs.

ITV begins its telecast school year with a 10-day preview and in-service week in August. The coming month's daily in-service programs were sent in advance each month to all principals for notification of teachers and posting of schedules (September-May).

Teacher In-Service Resources for 1974-75 included:

College Credit

Television in Education: A college credit course offered by the University of South Carolina and presented via television and by on-campus seminars. An introduction to the background, research, technology, techniques, and production of instructional television. Emphasis on the effective use of TV in the classroom to facilitate teaching and learning. Recommended for ITV Building Coordinators and ITV users. Instructor: Dr. A. Porter McLaurin.

Health Education For Teachers: Taught by Dr. Murray Vincent and offered as a college credit course by the University of South Carolina in cooperation with the State Department of Education. Drug education is a major topic in the course.

LET: I and LET: II:

Guidance in the Classroom

Adlerian Counseling Theory: Principles and techniques of Adlerian psychology. 60 min., Francis X. Walton.

Behavior Modification: Demonstration of techniques that can be used in the classroom to achieve modified student behavior. 30 min., color — John Halfacre and his staff.

Bread & Butterflies:

Children Learning Disabilities: The problems of identifying children with speech disorders and reading handicaps are stressed. 60 min., color — Sylvia Richardson.

Classroom Climate: Presents techniques for improving classroom climate and the need for the development of teacher behaviors for accomplishing this. 30 min., color — Harry Wong and Leon Lesinger.

Establishing and Maintaining Discipline: Acquaints viewers with Glasser's approach to discipline in schools, promotes discussion on the entire scope of disciplinary procedures. 50 min., color — William Glasser.

Inside/Out:

Motivation: Presents ideas that can be adapted to any situation for the improvement of achievement motivation on the part of students. 30 min., color — Harry Wong.

Self Concept I and II: Self Concept I defines self concept, how it develops, and explores its meaning to the teacher in the classroom. 30 min., color. Self Concept II centers on the self concept in its relationship to actual teaching practices. 20 min., color — Ira J. Gordon and William Purkey.

Teaching As The Fine Art of Asking Questions: Stimulates the desire to know more about asking questions; explores role of questions in the teaching-learning process. 30 min., color — Harry Wong.

The Challenge of Change, Part I and II: A seminar on Human Relations suitable for faculty and PTA groups coping with integration problems. 30 min., each — Dudley Flood.

Innovative Practices in Education

Charlie and the Golden Hamster: Guiding concepts for non-graded elementary schools. 15 min., color.

- IGE in the Elementary Schools*: A visit with a significant IGE educator. 30 min., color — William Klenke.
- Learning Through Inquiry*: Demonstration of an inquiry technique for improving learning using four member groups. 22 min., color.
- One At A Time Together*: Overview of individually guided education for staff and lay audiences. 25 min., color.
- Open Education*: Concerned with concepts, alternatives, and developments in Open Education. 60 min., color — John Bremer.
- Partners in Progress*: Documents a Title III project entitled "The Multi-Media Approach to Learning" in operation in Greenville. 15 min., color.
- The British Infant School—Southern Style*: Presents an individualized K-3 program in a Lenoir, North Carolina school, adapted from the British model for early childhood education. 30 min., color.
- They Can Do It*: Depicts a gradual change from a traditional first grade classroom to an individualized approach through use of learning centers. 34 min.
- What's New At School*: A comparison of the traditional teacher-directed elementary school room versus the "open classroom" situation where student-centered learning is encouraged. 45 min., color.

ITV Utilization

- ITV – Education's Special Delivery*: An orientation to the activities of ITV from program development to utilization in S. C. schools, structure of ITV and role of ETV defined. A "must" for new ITV Building Coordinators. 30 min., color.
- Role of the Classroom Teacher in ITV*: 30 min.
- The Fourth Network (ITV)*: Defines ETV and Public Broadcasting as a mass communication tool. 30 min., color.
- Television in Education*: Selected lessons from the thirty 30-minute telecasts will be scheduled also during staff development telecast time.
- TV Techniques for Teachers*: 25 min.

Orientation Programs on ITV Resources

- Bread & Butterflies*: Introduces teachers and other users to the series with an overview of selected lessons, pertinent facts, and philosophy, and suggests utilization strategies for their classroom. 15 min., color.
- Images and Things*: Three 30-minute programs include: "About Images and Things" — Introduces the resource; "Using Images and Things" — Focuses on effective utilization; "Images and Things — The Child and His Art" — Looks at ways teachers can create environments that allow children to learn and grow through aesthetic experiences. 30 min., color.

Inside/Out: Emphasizes the relationship of the teacher to the success of Inside/Out and demonstrates such activities as role-playing, socio-dramas, and visual communications as possible catalysts for spontaneous classroom interaction. 30 min., color.

Ready? Set . . . Go!: An orientation program on the content, instructional procedures, and preparation for the television lesson. 30 min.

Ripples: Three 30-minute programs which provide visual preparation and suggestions for what will appear on the television screen. 30 min., color.

Time For Sounds: Eight programs which present the most recent trends in teaching the basic objectives of music in the elementary grades. 30 min. each.

Subject Area Programs

Art — *Art Spectrum*: Practical aids for art teachers and classroom teachers. 30 min., color — Tom Hatfield.

Drug Education—*Because We Care*: Six programs which assist administrators and teachers for planning a program of drug education for the educational community; prepares the teacher for using the student series, *Nobody But Yourself*. 30 min. each.

Library Science, Reading—*Happiness is Literacy*: For teachers at all grade levels dealing with functional illiteracy. 60 min., color — Daniel Fader.

Higher Education

Summary

SIXTY COURSES IN MANAGEMENT, EDUCATION, ENGINEERING, AND OTHERS

The South Carolina ETV Network offers sixty college credit courses each year over its closed circuit or broadcast facilities. Included in these offerings is a Master's Degree Program in Business Administration and in Engineering.

In the fall of 1974 teachers and other adults could receive some 15 hours of college credit by watching ETV broadcasts in their homes, without even going to regional centers.

In 1974-1975, 5,407 students in the State were enrolled in higher education courses distributed by the South Carolina ETV Network. See following course listings.

College Credit at Home

History of Roman Civilization—*Saints and Legions*—26 Lessons

Political Science Today—*Conversations in American Government*—45

Lessons; *Problems in American Government*—39 Lessons
 Improved Teaching Science—*Teacher as a Manager*—26 Lessons
 Modern Teaching Techniques—*Television in Education*—30 Lessons
 Education Applied to Outstanding Needs—*Reading, Road to Understanding*—25 Lessons

Other College Credit

ADVANCED PLACEMENT FOR HIGH SCHOOL STUDENTS

Psychology 101 can be taken for college credit by advanced high school seniors in their own schools. — 69 Lessons

MASTER'S DEGREE IN BUSINESS ADMINISTRATION

14 Courses—3 Credit Hours Each

Theory and Analysis Consumer Behavior	30 Course Hours
Quantitative Methods II	30 Course Hours
Investment Management	30 Course Hours
Organizational Behavior	30 Course Hours
Health Care Organization	30 Course Hours
Informational Systems	30 Course Hours
Business Enterprise and The Economy	30 Course Hours
Finance and Managerial Account	30 Course Hours
Marketing Management	30 Course Hours
Financial Policies	30 Course Hours
Real Estate Finance	30 Course Hours
Business Policy	30 Course Hours
Health Care Management	30 Course Hours
Economics and The Future	30 Course Hours

MASTER'S DEGREE IN ENGINEERING AND SCIENCE

APOGEE (A Program of Graduate Engineering Education)

28 Courses—3 Credit Hours Each

Engineering Analysis I	45 Course Hours
Intro. to Nuclear Engineering	45 Course Hours
Organization & Design of Computer Systems	45 Course Hours
Advanced Heat Transfer	45 Course Hours
Diffusional Operations	45 Course Hours
Waste Water Treatment	45 Course Hours
Chemical Process Analysis	45 Course Hours
Advanced Mechanical Design	45 Course Hours
Theoretical Soil Mechanics	45 Course Hours
Planning Techniques	45 Course Hours
Advanced Chemical Flow Systems II	45 Course Hours
Computer Control I	45 Course Hours

Sequential Machine Automata Theory	45	Course Hours
Electromagnetic Theory	45	Course Hours
Engineering Analysis II	45	Course Hours
Plastic Analysis and Design	45	Course Hours
Theory of Automatic Controls	45	Course Hours
Electronic Properties of Materials	45	Course Hours
Substructure Analysis and Design	45	Course Hours
Numerical Methods for Computer	45	Course Hours
Advanced Heat Transfer II	45	Course Hours
Air Pollution Control	45	Course Hours
Chemical Reactor Design	45	Course Hours
Advanced Design & Analysis of Reinforced Concrete	45	Course Hours
Advanced Chemical Flow Systems I	45	Course Hours
Computer Control II	45	Course Hours
Electric Energy Systems	45	Course Hours
Material Properties for Design	45	Course Hours

OTHER BUSINESS ADMINISTRATION

4 Courses—3 Credit Hours Each

Principles of Risk and Insurance	45	Course Hours
Marketing	45	Course Hours
Business Finance	45	Course Hours
Principles of Management	45	Course Hours

COLLEGE OF EDUCATION

4 Courses—3 Credit Hours Each

Methods, Materials, Educational Research	45	Course Hours
Human Growth and Development	45	Course Hours
Educational Measurements	45	Course Hours
Advanced Readings in Secondary Education	45	Course Hours

MATH AND COMPUTER SCIENCE

2 Courses—3 Credit Hours Each

Computer Methods and Humanistic Studies	45	Course Hours
Introduction to Algorithmic Processes	45	Course Hours

HEALTH EDUCATION

1 Course—3 Credit Hours Each

Drug Education	45	Course Hours
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Medical Education Activities Summary

ETV serves health professionals with:

- 43 hours of programs for MD's
- 50 hours of programs for Nurses
- 62 hours of programs for health housekeeping personnel
- 20 hours of programs for health food service personnel
- 13 hours of programs for other health professionals

A weekly average of 8.5 hours of medical programs are broadcast.

Recently groups served include:

- physicians
- dentists
- pharmacists
- administrators, management-labor specialists
- ward clerks
- food service personnel, dieticians
- hospital housekeeping personnel
- X-ray technologists
- programs in nuclear medicine and diagnostic radiology
- programs to return inactive nurses to duty
- other programs for a variety of medical and para-medical personnel

Health professionals taught in 1974-1975—8,875.

State Agencies Served

In 1974-1975, ETV continued its pioneering efforts of serving nearly all of the State's other agencies and departments by assisting with their internal training, information, and audio visual requirements.

The most noteworthy form of ETV-Agency interfacing has been in utilizing the closed circuit to hold meetings through electronic communications—meetings that would have otherwise been expensive and would have consumed precious energy resources. By eliminating travel, per diem, and energy costs, ETV can serve South Carolina in ways no other state has at its command.

Although ETV served over sixty agencies in 1974-'75, we would like to point out for your attention the following projects and their estimated savings to the State.

Persons concerned with a topic gathered at TEC and University extension centers in regional groupings. They communicated two-way with Columbia via the unique, statewide telephone talkback system.

<i>1974-1975 Groups Served Included:</i>	<i>Savings</i>
Poll Workers	\$421,200
Commission on the Aging	6,000
Pilots	71,280
Law Enforcement	630,000
Disaster Preparedness	56,790
Department of Education—Administrative Briefing	4,500
Aviation Weather	262,500
Mid-level Management Seminars	34,925
Business and Industry	162,000

These are but examples of past, present, and future use of electronic technology to save time, money, and needless effort in extended travel and meetings for groups ranging from gasoline dealers to emergency medical technicians.

ETV Important to Industrial Development Serves 43,290

Among major factors any industrial prospect considers is the quality of a community's health care, law enforcement, cultural life, and educational system — all of which ETV continually is upgrading for South Carolina.

ETV can provide pre-taped messages from the Governor and community leaders about the State and areas of it under consideration. For foreign industrial importation, two-track cassettes make bi-lingual presentations immediately and readily available.

ETV supplements industrial prosperity by improving supervisory management training, in-plant training for specific skills, and advanced management leadership courses.

1974-'75, ETV taught 43,290 industrial workers.

Educational Resources Foundation

One of ETV's responsibilities, as outlined in its legislative charter, is to serve South Carolina business and industry. This responsibility is met largely by providing training resources which are used extensively by our industry in meeting their training needs.

The Educational Resources Foundation is a non-profit organization. This foundation assists ETV in providing training resources for business and industry. Since State Government funding is not available for distributing and producing many of these training resources, and since private enterprise is willing to fund such training programs, the foundation charges minimal sale and rental fees for its products and thereby

produces additional resources to improve South Carolina's industrial growth and health. ERF has been an important factor in the industrial development of the State.

ERF training services and resources generally include supervisory training, management training, operator (job skills) training, instructor training, and other special services and educational courses.

Law Enforcement Training Serves 4,300

Only in South Carolina can all law enforcement officers receive regular training to help them meet increasingly difficult law enforcement problems. Legal decisions, techniques of enforcement and other current training information are part of the constantly updated arsenal of abilities used by South Carolina officers to provide modern law enforcement protection to all citizens.

10th year of service—111 programs to date

5,500 lesson guides requested per month

4,300 to 4,400 average monthly attendance

Programming is also viewed by:

Highway Patrol

Magistrates

Attorneys

Judges

Community Officials

In ETV law enforcement training programs, officers meet in 50 locations throughout the State to view lessons. A vital part of the training is the discussion period that follows the television lesson. Outstanding officers from each group are selected as discussion leaders. They are trained in effective methods of leading discussion groups. They meet at the ETV Center with Project Director Fleming Mason to view each program and discuss any points that may need clarification.

Guides are also prepared and given to each of the officers who view the program each month. These study guides furnish the officers with a permanent reference library. Through this program, South Carolina is developing the best-trained and best-informed officers in the country. An unexpected dividend of the project has been that many of the discussion leaders have developed into articulate spokesmen for the promotion of good law enforcement at the community level.

Educators Apply ETV to the Special Problems of the Mentally Retarded

By the fall of 1975 there will be approximately 15,000 mentally retarded children in the public schools of the State. These citizens with IQ's in the 70-range have posed a particular problem for parents and for the State's school systems. Classroom teachers must be able to deal with these children in the future. Teachers can assist significantly only if they know how to deal with these children. Para-professionals, particularly, need education in dealing with these children.

In addition, another 15,000 South Carolinians are institutionalized as mentally retarded. The total mentally retarded population of the State is 100,000 and ETV is currently being brought directly to bear on their problems. We have produced six programs to solve these needs:

1. To help parents adjust to living with a mentally retarded child.
2. To train para-professionals in using modern teaching techniques and portable video recorders in educating these children.
3. To teach problem solving techniques to this group.
4. To teach an institutionalized mentally retarded citizen how to make a transition to the outside world.
5. To assist a mentally retarded person in getting a job.
6. A documentary program to increase the awareness of every citizen of the problems facing the mentally retarded.

The potential of ETV is being brought directly to bear on the problems of the entire 100,000 mentally retarded citizens of this State.

Teacher In-Service Education Serves 5,752

To assist teachers in the public school system, thirty-eight teacher in-service courses are offered over the ETV Network. Some of these courses carry college and certification credit. Last year alone, 4,926 teachers were enrolled in teacher in-service education special resources and courses and 826 teachers took courses for college credit to upgrade their professional skills.

Adult and Continuing Professional Education

ETV offerings have included series for doctors, dentists, nurses, pharmacists, paramedical personnel, lawyers, law enforcement officers, business and industrial personnel, food handlers, bankers, prison guards, and many other groups. Several hundred thousand adults have been involved in organized classes using these basic and continuing

professional education series. Many of these programs have drawn interest from throughout the world. South Carolina was the first state to develop statewide ETV training programs for most of these groups.

Seventeen thousand five hundred South Carolinians took high school equivalency courses through the State Department of Education or other courses specifically designed to upgrade adults' education in reading, writing, math, history, and high school equivalency fields.

Summary Purposes of ETV

The ETV Commission was created to provide a comprehensive educational opportunity to all citizens of South Carolina.

Television provides the State with the means to distribute the highest quality educational materials in the most economical manner. It can be applied to all aspects of the State's educational system and can reach all geographic areas. In this way, the best education is distributed to the widest possible population.

In addition, the ETV Commission is charged with applying other telecommunications systems to the State's educational objectives.

Among the major areas of service of the Commission are as follows:

PRESCHOOL EDUCATION
INSTRUCTIONAL TELEVISION FOR THE PUBLIC
SCHOOLS
TEACHER IN-SERVICE EDUCATION
MEDICAL EDUCATION
LAW ENFORCEMENT EDUCATION
OTHER CONTINUING PROFESSIONAL EDUCATION
BUSINESS AND INDUSTRIAL TRAINING
HIGHER EDUCATION
EDUCATION OF CHILDREN AT HOME
INFORMATIONAL, CULTURAL, AND PUBLIC AFFAIRS
PROGRAMMING
SPECIAL EDUCATIONAL PROGRAMMING FOR THE
HANDICAPPED

Summary of ETV Services

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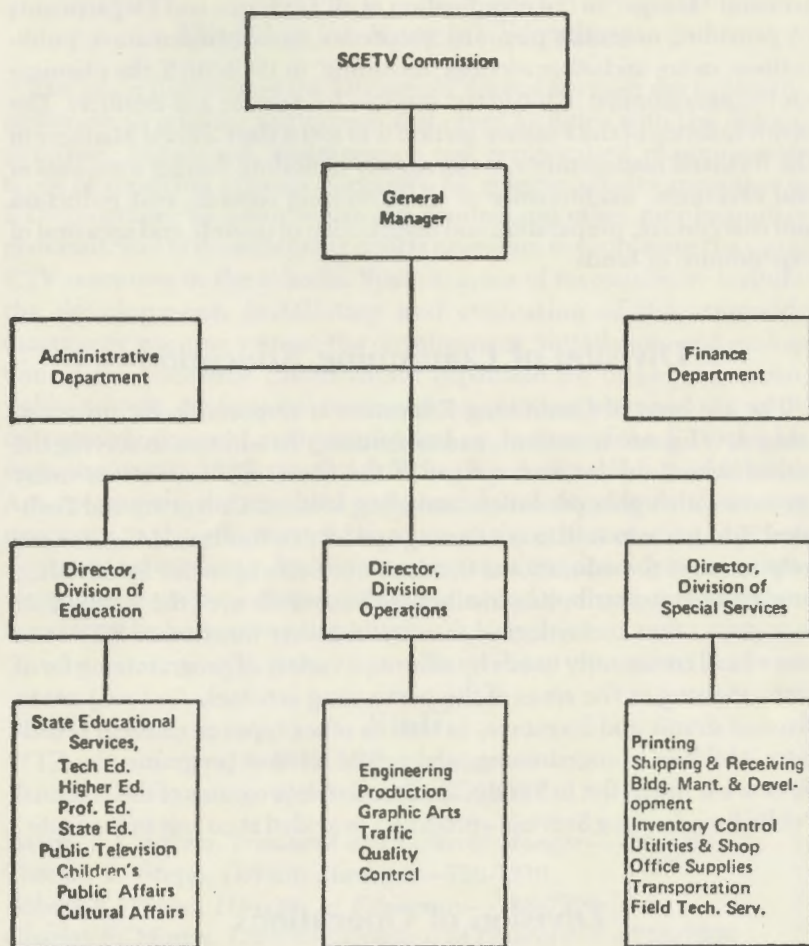
geographic areas. Through TV and other telecommunications, the best education is distributed to the widest possible population.

In 1974-1975 ETV served:

Public Schools—(253,029 Individuals in 78 Courses)	
Total Course Enrollment	968,411
Teacher In-Service Education	5,752
College Credit Enrollment	5,407
Medical Professionals	8,875
Business and Industrial Supervisors	43,290
Law Enforcement Officers	4,300
Other Continuing Professional Education	33,584
Basic Adult Education	17,500

—All for only 1.4% of the State's Education Budget

Organizational Structure



Administration and Finance

The major function of the Administration section is to assist the General Manager in the coordination of all Divisions and Departments by providing necessary planning, personnel, public information, publications, radio, and other services, including, in 1974-1975, the planning for the inauguration of broadcast services for Sumter and Beaufort. The major function of the Finance section is to assist the General Manager in the financial management of the agency including budget formulation and execution, maintenance of all accounting records, cost reduction and cost control, preparation and distribution of payroll, and approval of expenditure of funds.

Division of Continuing Education

The Division of Continuing Education is responsible for programing development, content, and scheduling. In addition to serving the public school educational system of the State, ETV assists in many projects with higher education, including Medical University and Technical Education as well as continuing and adult education. Likewise, we help to meet the educational needs of our State agencies by advising, producing and distributing instructional materials over the Network or in various other technological formats. Another function of ETV is to serve local community needs by offering a variety of programming for at home viewing in the areas of the performing arts including projects in classical drama and literature, as well as other types of classical broadcasts, children's programming, and public interest programs; the ETV Network is the outlet in South Carolina for the programs of the National Public Broadcasting Service—programs provided at no cost to the State.

Division of Operations

There are three major functions of the Division of Operations. The first is to combine the technical and artistic elements of the television medium to produce educational television programs for the varied programming objectives of the Network. The second major function is to combine the technical elements involved in transmission of television programs by open and closed circuit to deliver programs to schools and the citizens of the State. This function includes operation of the five broadcast transmitters at various locations throughout the State and the construction of additional stations. The third major function of the Division of Operations is to provide for appropriate scheduling functions of all of the transmission resources of the ETV Commission and to supervise quality control functions in both the transmission and produc-

tion areas. In carrying out these functions, the operation and maintenance of a large amount of technical equipment including video tape machines, color cameras, and broadcast transmitters is required.

Division of Special Services

The major functions of the Division of Special Services are to provide assistance to schools, institutions and other facilities with the design, purchase, installation, maintenance and replacement of appropriate types of receiving systems necessary for reliable quality reception of ETV programs; to manufacture the printed and other supplementary materials; and to provide other efforts necessary to coordinate the use of ETV resources in the schools. Specific areas of responsibility include: the development, installation and evaluation of the statewide emergency warning system; the development, installation, and evaluation of the statewide closed circuit expansion for higher education, public schools, professional organizations, state agencies and the medical network; constant maintenance and evaluation of the ETV trouble reporting center; implementation of the Occupational Safety and Health Act; to provide the essential mechanical and supplemental services necessary to the effective performance of the staff including printing, shipping and receiving, building maintenance and development, inventory control, utilities, shop, office supplies and equipment, transportation and telephone communications.

Staff

2712 Millwood Avenue
Columbia, S. C. 29250

Henry J. Cauthen, *President and General Manager*—758-7201
Thomas L. Stepp, *Deputy Manager*—758-7210
Robert E. Wood, *Director of Education*—758-7206
Charles S. Morris, *Director, Division of Operations*—758-7208
George W. Hopkins, Jr., *Director, Division of Special Services*—758-7216
Joseph T. Karr, *Director of Finance*—758-7222
Rex Schnupp, *Deputy Director of Education*—758-7261
Gene Upright, *Deputy Director of Education for Public Television Programming*—758-7333
William D. Hay, *Director, Educational Radio*—758-7318
Dick Phipps, *Director of Information and Publications*—758-7284
Robert M. Frierson, *Manager, Sumter Station*—773-5546
George W. Settles, *Manager, Beaufort Station*—524-0808

South Carolina's Educational Communications System

The Closed Circuit Network

Summary

To cover our entire State, South Carolina ETV's closed circuit network utilizes telephone company microwave and cable facilities to transmit programs from the ETV Center in Columbia exclusively to the approximately 370 schools, hospitals, police departments, TEC Centers, University Regional Centers, and other institutions connected to the cable system.

This combination of microwave and coaxial cable, which reaches every county in the State, has the potential of telecasting six different programs simultaneously, and can be in operation twenty-four hours a day.

Since secondary schools have a curriculum of from 40-66 courses with a variety of class schedules, their need for a flexible ETV schedule is obvious. Multi-channel transmission provides that flexibility.

During school hours, ETV has reserved its closed-circuit, multi-channel system for transmitting in-school series for these secondary schools. ETV can offer a number of repeats and wide selection of courses at times broadcasting up to 11 programs simultaneously.

The availability of a televised resource at a time when it can be used by the classroom teacher is of utmost importance. Multi-channel telecasting capability offers school officials the opportunity to build a schedule to more closely meet the student's needs.

Multi-channel means that more than one signal can be carried simultaneously in the same cable. All TV sets connected to the closed circuit can receive any of the programs that are being transmitted at any given time — by simply turning the channel selector.

With the variety of courses that are offered, students in different classes and on different grade levels can study through ETV simultaneously. The flexibility which multi-channel provides is also essential in offering repeats of each course.

In the South Carolina system, closed circuit is programmed only for the secondary schools and adult education in such areas as business, teacher in-service, medicine, law enforcement, or master's degree study. As can be seen, multi-channel is essential even during the evening hours because of the large amounts of channel time taken up by some of these efforts. Medical education alone could easily take a full-time exclusive channel and post-graduate degree courses require so much

channel time that more than one channel is essential now that different degree programs are offered.

Demonstration projects conducted in Greenville, Florence, and Darlington Counties proved conclusively that multi-channel transmission is essential for effective utilization of ETV by secondary schools. When service in these areas was expanded to four channels, enrollment increased significantly, as can be seen.

Multi-Channel Results In Dramatic Increase in Enrollment

	<i>Single Channel 1966-67</i>	<i>Multi- Channel 1967-68</i>
Enrollment in Florence/Darlington Counties	1,335	12,180
Enrollment in Greenville County	<u>1,237</u>	<u>22,123</u>
Total Enrollment	2,572	34,303
Number of Teachers Using ETV	85	586
Average Number of Weekly Programs	70	300

In view of evidence of actual enrollment — which represents the real-world reactions of teachers and students and administrators — multi-channel is obviously essential for complete and effective utilization of televised resources.

The closed circuit system also enables ETV to broadcast programs to special interest groups and to engage in specialized education programs at times other than during school hours. The highly successful law enforcement officers training program is but one example. Perhaps more significant is the innovative use of telephone talk-back, (tied with live closed circuit transmission) for a variety of programs typified by the Master's Degree in Business Administration series.

In South Carolina, for the first time anywhere, a Master's Degree in Business Administration can be acquired through television. A graduate credit program is also offered in engineering. In these cooperative efforts, the University of South Carolina, the State Technical Education Centers, and ETV are taking the classroom to businessmen and other working professionals who need to continue their education. Similar programs are underway for teachers, guidance counselors, nurses, and others.

Earlier in this report, a listing of the institutions connected to the closed circuit network in 1974-1975 is included for your information.

The Broadcast Network

South Carolina's Open Circuit Broadcast Network now consists of five broadcast stations (WRLK-TV, Channel 35, of Columbia; WNTV,

Channel 29, Greenville; WITV, Channel 7, Charleston; WEBB-TV, Channel 14, Allendale-Barnwell; and WJPM-TV, Channel 33, Florence) and one translator (Channel 55, Rock Hill).

Although ETV's five broadcast stations and one translator are limited to telecasting one program on each station at a time (as compared with six on the closed circuit system) the presentation can be viewed at any location within the coverage area — just as with commercial stations. Plans are now underway for converting the translator to a full station and for constructing five additional stations. In 1974-1975 construction was begun on those stations scheduled for Sumter and Beaufort. This will provide quality broadcast service to these areas of the State. The State legislature has provided bonding authority that can be matched with hoped-for federal funds to further extend ETV open circuit services.

With more than 800 elementary schools to be served, ETV chose broadcast television as the most efficient and economical mode of transmission of in-school elementary programs. Since fewer lessons are offered at these grade levels than for secondary or higher education and the school schedule itself is more flexible, ETV's broadcast facilities, when completed, can provide the necessary elementary school courses to meet the present needs of the schools.

Broadcast television offers unlimited opportunities for providing services to the general public. Interested citizens can stay at home or gather in groups for training or in-service programs for business, industrial, or professional personnel; teachers can meet in-service requirements; and the home viewer can receive interesting and informative cultural and public affairs programming. Now, too, college credit courses are available for at-home viewing and thousands of South Carolinians annually earn higher education credits without traveling to university campuses and disrupting their professional and personal lives in order to continue their graduate or undergraduate college education.

Television Receivers in the Public Schools

One obvious item that all too often is overlooked or neglected is the availability of sufficient television receivers to meet the teachers' needs. In many cases a school with 20 to 30 teachers will have only one or two receivers.

The two studies that follow make clear the dramatic relationship between set availability and the utilization of broadcast ETV service.

ETV Utilization Depends on TV Set Availability

A demonstration project in Fairfield County some years ago indicated that ETV utilization increases dramatically when television sets are available in every classroom. The results of a survey conducted October 8-14, 1968, by personal interview with each teacher in ten elementary schools is as follows:

Teachers with TV Sets in Classroom — 111

96 use ETV

13 sets defective

2 do not use ETV

Total Student Enrollment — 3,444

Total Students Enrolled in ETV — 3,165

92% Students Participated

Average 3 Courses Each

TV Sets and How They Affect Utilization

The State Department of Education ETV Utilization Survey indicated that there is almost a direct correlation between the number of television receivers owned by a school and the utilization of ETV by that school. For example, the average ETV enrollment of schools owning one receiver was 246; six receivers, 644; ten receivers, 1,070.

As these two utilization studies show, there is a direct correlation between set availability and utilization of television by the schools. Obviously, if a teacher does not have a television set available to her, she cannot use television. Similarly, it is inconvenient and awkward to move sets from room to room or students to rooms where television can be viewed if there are relatively few sets compared to the number of rooms in a given school.

In these situations many teachers find it simply too inconvenient or disruptive to use television regularly, and thus can end up not using it at all if it is not readily available. We found set availability one of the most important elements affecting the use of television.

In an effort to overcome this road block, the ETV Network five years ago secured an annual appropriation of \$125,000 to be used, on a matching basis with schools, for the purchase of television receivers and antenna equipment. At that time there were only 3,500 receivers in the schools or one for each eight classrooms compared to the present 9,848. This program is extremely effective in making ETV available to the many schools demanding ETV service and increased ETV service.

Other Programming Activities and Accomplishments

With a continuing emphasis of instructional broadcasting for credit, the South Carolina Educational Television Network has also continued to provide general educational programming for the general public by identifying and serving the diverse educational needs of South Carolinians in their homes through Public Broadcasting.

South Carolina ETV put strong emphasis in 1974-'75 on public television programs to solve special problems of the State's citizens. LIFETIME MAGAZINE (winner of the prestigious Scripps-Howard Award) for older South Carolinians provided educational information on health, economic living, and successful psychology of older life. THE THIN EDGE served to inform all of the population on modern mental health problems, priorities, and the availability of assistance. FEELING GOOD taught everyone better physical health habits and relieved the fears of seeking proper medical attention and maintaining appropriate health standards. THE CAPTIONED NEWS and other numerous captioned programs provided daily news information for the deaf South Carolinian and enriched his life with numerous programs of interest to all citizens — programs available for the first time for the deaf. TOWN MEETING and LEGISLATIVE PROFILE and EIGHT30 and numerous specials made available information on current needs and topics of general educational interest — often with telephone call-in available to all citizens to secure the answers to their specific questions on any given topic. These programs involved community participation in cooperation with State agencies, associations, and groups concerned with dealing with the specific topic of each program. Follow-up discussions, supplementary literature on the topics and referral services were part of these programs as they were with award-winning minority programming such as JOB MAN CARAVAN and FOR THE PEOPLE.

In addition, South Carolinians continued to receive a wealth of cultural enrichment programming from national Public Broadcasting Service, the Southern Educational Communications Association, and South Carolina ETV. A May, 1974 survey of viewers found the following programs most often viewed and appreciated by evening, at home audiences: SESAME STREET, THE ELECTRIC COMPANY, MASTERPIECE THEATRE, WASHINGTON WEEK IN REVIEW, FIRING LINE, MISTER ROGERS' NEIGHBORHOOD, EVENING AT SYMPHONY, THE ASCENT OF MAN, EIGHT30, THEATRE IN AMERICA, JOB MAN CARAVAN, SOUNDSTAGE, NOVA, and ILONA'S PALETTE. The South Carolina ETV Network won three programming awards in this area from SECA and had a variety of programs selected for broadcast nationally (including ZEE COOKING SCHOOL, THE SHADOW CATCHER, THE HUSSEIN VISIT, and several FIRING LINE programs, among others).

The major thrust of South Carolina at-home programming efforts has continued to be in the area of children's television programming, combining nationally produced efforts such as SESAME STREET with local efforts such as WHEEE! and ZEE COOKING SCHOOL.

Numerous other programs of concert, ballet, theatrical performances, and other specials spotlighting South Carolina's culture, heritage, present accomplishments, talent, and outstanding personalities were also produced and broadcast.

Television Programming Summary

In summary, ETV averages 141 public school instructional programs telecast on open circuit and closed circuit *per day*. Each typical day there were five programs of in-service teacher training, ten higher education programs, two general adult education programs, and an average of one training program per day in cooperation with TEC for other State agencies and a daily program of continuing professional education. In general education, ETV offered an average of four children's programs for home learning, some programming each day for self-improvement, and six programs of cultural enrichment.

This depth, diversity, and direct application of outstanding television programs to meet the direct needs of our State far exceeds those of any state.

PROGRAMMING FOR A TYPICAL DAY

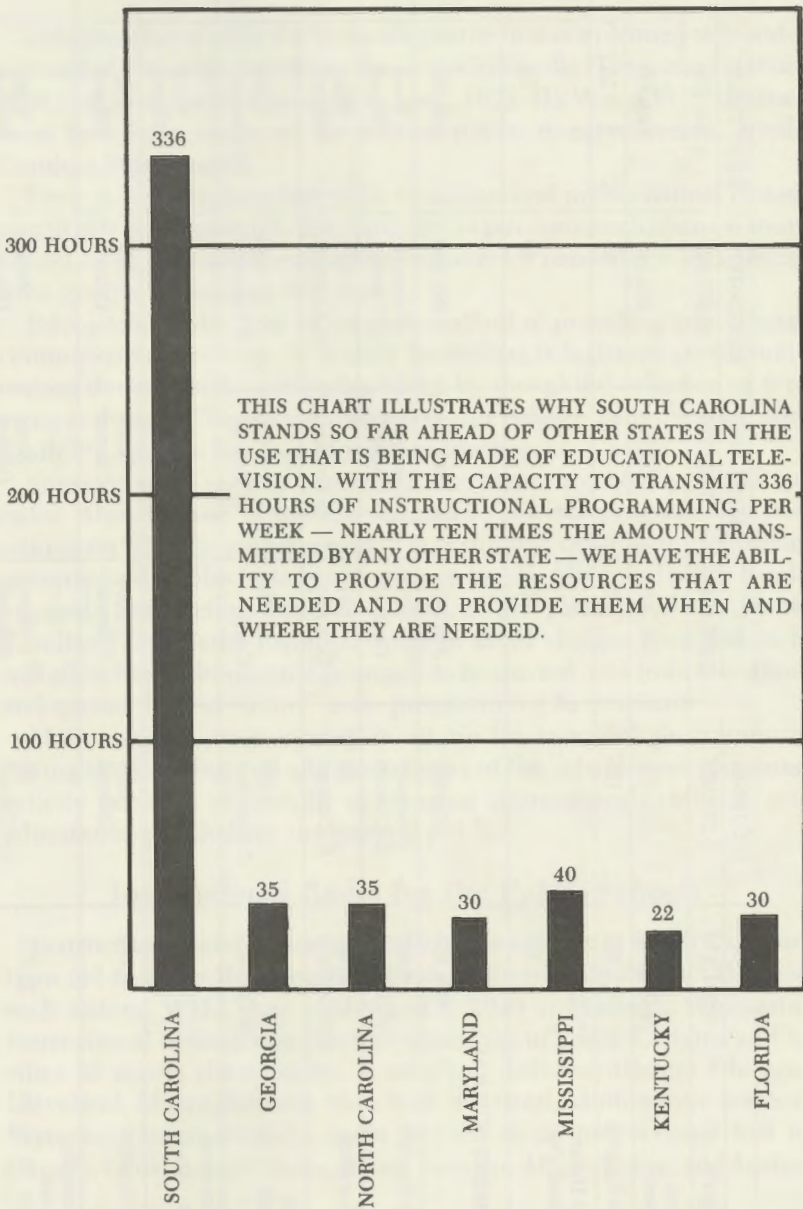
	<i>Programs</i>	<i>Hours Devoted</i>	<i>Percentage of Broadcast Day</i>
<i>Instructional Programs</i>			
Public School	141	48.10	67.7%
Teacher In-Service	5	1.30	2.1%
Higher Education	10	12.00	16.8%
Adult Education	2	1.00	1.4%
Technical Education &			
State Agencies	1	1.00	1.4%
Continuing Professional Education ..	1	1.00	1.4%
	160	64.4	90.8%
<i>General Educational Programs</i>			
Children's Programs	4	3.00	4.2%
Self Improvement	1	.30	.7%
Cultural	6	3.00	4.3%
	11	6.3	9.2%
TOTAL	171	70.7	100.0%

There can no longer be any serious doubt that educational television can be a powerful and positive instrument for the upgrading of education at all levels. Massive documentation attests to this. At this particular time in the development of education in South Carolina, educational television can play a more important role than ever before. And it is by any measure one of the best buys in education, costing less than 1.4% of the State's education budget.

As subject matter is changing rapidly and becoming more complex,

educational television is capable of providing vast resources to teachers throughout the State and of helping them immeasurably in their efforts to provide uniformly excellent educational opportunities to all their students. ETV can undergird education at all levels and insure the availability of a uniform standard of teaching and learning resources, something that cannot be guaranteed in any other way.

Total Hours of Instructional Lessons Transmitted Per Week



Comparable Instructional Television Statistics From Various State Networks

	S. C.	GEORGIA	N. C.	MARYLAND	MISSISSIPPI	KENTUCKY	FLORIDA
Total Budget*	5,041,139	5,534,024	2,656,594	5,102,720	2,679,697	4,312,281	9,127,443
Total Course Enrollment	1,086,293	414,901	340,305	290,774	201,140	240,300	450,600
Number of Courses	160	103	52	75	83	36	84
Number of Hours Transmitted Per Week	336	35	35	30	40	22	30
ENROLLMENT SUMMARY							
K-12	968,411	414,686	340,000	290,174	200,000	240,000	450,000
Teacher In-Service (16 Courses)	4,926	Unknown (1 Course)	75 (1 Course)	Unknown (4 Courses)	Unknown (1 Course)	None Offered	Unknown (2 Courses)
Higher Education (60 Courses)	5,407	25 (1 Course)	190 (5 Courses)	(5 Courses)	740 (6 Courses)	None Offered	Unknown (12 Courses)
Basic Adult Education (5 Courses)	17,500	150 (2 Courses)	40 (2 Courses)	600 (1 Course)	400 (5 Courses)	300 (5 Courses)	600 (12 Courses)
Law Enforcement Training	4,300	None Offered	None Offered	None Offered	None Offered	None Offered	None Offered
Medical Education	8,875	None Offered	None Offered	None Offered	None Offered	None Offered	Unknown
Other Continuing Professional Education	76,874	40 (1 Course)	None Offered	None Offered	None Offered	None Offered	Unknown

* 1974 Nonfederal Income as Reported by the Corporation for Public Broadcasting

Educational Radio

Summary

In September of 1972 the Network put the first of a planned statewide network of FM radio stations on the air in Greenville. The second station WSCI, in Charleston, signed on in April, 1973. HEW and FCC applications have been approved for a third station to serve central South Carolina from Sumter.

Even though we have statewide broadcast and multi-channel closed circuit television systems, the capability of our communications system cannot meet the rapidly expanding requests for needed service coming from groups throughout the State.

Educational radio give us another method of providing educational communications service. Whatever limitations radio has as a communications device can be compensated for by thoughtful selection of services and uses. These limitations are also balanced by the ease and flexibility and the low cost of radio production.

Some courses, such as music and literature, are ideally suited for radio. Also, the use of the sub-channel to provide programming is a unique service that can be provided only through radio, as the following paragraphs describe in terms of our use for the blind and other handicapped. Every effort has been made in the planning of the South Carolina Educational Radio Network to avoid obsolescence and each will allow the multi-channel approach to be carried over from television and special "closed circuit" radio programming to continue.

Main channel programming is set up for in-school programming during the morning and afternoon hours of the school week. Evening activity follows a philosophy of bringing informational, cultural, and educational materials to the general public.

Instructional Radio for the Public Schools

Instructional radio, although a relative newcomer to South Carolina, is an old-timer in the educational communications industry. The first such station, WHA, was established in 1919 in Madison, Wisconsin. Instructional radio serves from preschool up in South Carolina and in cities all across the country. A sampling includes Atlanta, Chicago, Cleveland, Miami, Newark, New York, Portland, Minneapolis, and San Francisco. Internationally, radio is used as an instructional tool in Canada, Great Britain, India, Japan, Sweden, Africa, Korea, and Australia.

Through the uniqueness of the medium, radio has been used successfully to teach subjects ranging from mathematics and mechanical drawing to dental hygiene and music appreciation. Indeed, radio makes several special contributions to learning and experiences.

1. Radio involves the student by stimulating his imagination.

In radio, the listener is part author, the writer suggesting only what for the most part the listener creates in his own mind. The stage, in radio, is the listener's imagination. Radio is the theatre of the mind. This personal involvement and creative participation in the program are the keys to learning. This is an added plus for radio both esthetically and economically since each listener brings his own imagination at no cost.

2. Radio helps to teach listening skills.

Instructional radio brings aurally exciting series designed to teach specific listening skills in the classroom. An added bonus with improved listening skills is improved reading skills.

3. Radio brings immediacy into the classroom.

Radio is less expensive and more mobile than TV and able to respond to needs more rapidly.

4. Radio implements newest curriculum approaches.

5. Radio permits use of a variety of formats.

In planning the utilization of instructional radio in the classroom, it is important to keep in mind the special qualities of the medium. The sense of realism is heightened by the voices of the actors which convey shades of meaning that would be lost in a written account. Background sounds add to the reality of the moment. The dramatic format used in most radio series combines with artistic elements to create an emotional force in the creation of attitudes which affect how students utilize knowledge.

Education for the Blind Through Radio

SCA or sub-channel programming on one channel has been given over entirely to educational programs for the blind and otherwise physically handicapped. Twelve and one-half hours of such material is broadcast each day over a special sub-channel. The signal can be picked up only by specially designed receivers; these are issued to qualified individuals through the Commission for the Blind. A major aim of the sub-channel's programming is to keep its blind listeners well informed on their special educational needs.

Special education programs include OCCUPATIONAL FORUM, providing career and employment information; CRACKER BARREL, which features practical tips on repairs, consumer information, recipes, etc.; BOOK OF THE WEEK, a complete reading of a selected volume; and JUST FOR FUN, an hour of stories, games and crafts for handicapped young listeners.

A milestone in radio communications, South Carolina ERN's programming for the visually handicapped is only the third of its kind to be offered in the United States and the second to be sponsored by a state government agency.

ETV Commission Objectives

There is no question that the ETV Commission has been highly successful in meeting its responsibilities which have included:

1. The Commission's primary responsibility is to provide instructional television lessons for use in all the schools of the State, be they elementary, secondary, institutions of higher learning, or technical training facilities.
2. A second responsibility is to provide comprehensive opportunities for the teachers of the State to continue their professional education.
3. An additional responsibility lies in the area of providing continuing professional education for South Carolina citizens through the production and transmission of post-graduate courses in such fields as medicine, law, dentistry, pharmacy, law enforcement, correctional institution training, food service, and any others as the need arises or is recognized.
4. A responsibility closely tied to the economic progress of the State is to provide educational television materials for the continuing training and education of business and industrial personnel.
5. An additional responsibility is to cooperate with all State agencies by providing ETV courses for higher education students, informational programming for the public, training for agency personnel, and inter-agency communications.
6. A final responsibility inherent in any institution of education be it school, college, museum, or television station is to provide general information reflecting knowledge of and interest in our world.

Evaluations of ETV and Publications of ETV

Educators Laud South Carolina ETV

Many education leaders have commended the South Carolina ETV system including Dr. Sterling McMurrin, then U. S. Commissioner of Education and presently directing the U. S. Government study of Instructional Television. "South Carolina has a very genuine lead over the nation in educational television"; Dr. Alvin E. Eurich, then Director of the Fund for the Advancement of Education, "South Carolina has the basis and blueprint for what educational television needs to bring about a healthy revolution in the American education system"; Dr. William L. Bowden of the Southern Regional Educational Board, "You have over-

whelmed me. A miracle has been performed in South Carolina. My whole concept of the use of television will have to be substantially changed."

Studies Commend South Carolina Achievement

Carnegie Commission Study

Virtually every study involving South Carolina ETV has come out with very positive reports and recommendations. The *Carnegie Commission Study* of ETV stated, "It is clear that there resides in television the power to make massive contributions to formal education." The report pointed to South Carolina as the outstanding example of a statewide system.

Cresap, McCormick & Padgett Report

The *Cresap, McCormick & Padgett Report* recommended, "The State should seek a major expansion in the use of television facilities for instruction and teacher in-service training."

Joint Legislative Study Committee's Report

The *Joint Legislative Study Committee's Report* stated, "The progress of South Carolina Educational Television during the past year is a worthy source of satisfaction to the people of the State. The evidence of cooperation between ETV and related agencies is firming the foundation for more complete and effective use of this relatively new medium. The Television Commission and leadership responsible for its development are to be congratulated for continued persistence and flexibility in seeking to make this medium an effective tool for improvement of the state."

Moody Report

The *Moody Report* recommended, "Greatly expanded school use of educational television, one of South Carolina's great resources." The report put special emphasis on the use of ETV in the preschool and kindergarten programs.

South Carolina Education Association Survey

A recent *South Carolina Education Association Survey* entitled "Profile of the South Carolina Public School Teacher" gave a high rating to

ETV revealing:

- ... 82% of South Carolina teachers feel ETV is a good to excellent in-service educational medium.
- ... 79% of South Carolina teachers feel ETV is a good to excellent instructional medium for the teaching of math and science.
- ... 69% of South Carolina teachers feel ETV is a good to excellent medium for the teaching of social studies and literature.
- ... 90% of South Carolina teachers feel ETV is a good to excellent educational and cultural medium for the public.

Teacher Attitude Survey

The *Teacher Attitude Survey*, conducted by Dr. Lark O. Daniel, Ph.D., San Diego State College, backed up the SCEA Survey stating, "The elementary and the secondary teachers of South Carolina have a very positive attitude toward televised instruction, hold the procedures and products of the South Carolina ETV Center in high regard, and consider instructional television to be an integral and important aspect of the education of the children in this state. From such a solid base as this, it is to be expected that educational television will serve an increasingly important role in the educational institutions of the State of South Carolina."

Medical College of S. C. Survey

The *Medical College of South Carolina Survey* reported, "South Carolina physicians overwhelmingly endorse the medical training program now in its eighth year on ETV. Eighty percent of doctors responding to a Medical College of South Carolina survey indicate they have seen more than half of the programs offered and consider them to be very worthwhile."

Law Enforcement Survey

The *Law Enforcement Survey* states: "The ETV program has been successful, in relation to the law enforcement officers of South Carolina, in a number of ways. First, using televised instruction as the teaching medium, it has achieved its primary mission of increasing the competency of the law enforcement officers. Both their knowledge and their skills may be expected to have been improved as a result of participating in the program. Second, the attitude of the average officer toward the job of law enforcement has become more positive as a by-product of the ETV programs. It is reasonable to expect that with increased knowledge comes a greater sense of professionalism. There are many other positive

results of the ETV training project which you will find discussed in the Report."

ETV Evening Audience Survey

The *ETV Evening Audience Survey* of several years ago reported that at that time, "Fifty percent of Columbia households watch ETV." This survey conducted by the University of South Carolina Journalism and Communications Research Center also indicated that family members in more than 16% of capital city homes have taken ETV courses. Recent coincidental surveys and samplings for individual programs indicate definitely that this figure has increased dramatically. A reasonable estimate would indicate that 90% of South Carolina households within existing coverage areas view ETV programs.

Other Audience Surveys

The South Carolina Network is reaching its audience in ever-increasing numbers. For example, a special statewide survey on the highly successful, award-winning, *JOB MAN CARAVAN* indicated that 70% (seventy percent) of the target audience watched the series. Another independent coincidental survey of a "special" indicated that 11% (eleven percent) of all television viewers in the Columbia area were watching the South Carolina Network.

The Governor's Management Review Commission Report

The most intensive recent study of the South Carolina System has been undertaken by the Governor's Management Review Commission. It endorses the work of ETV in the past and expresses extremely positive recommendations for improving ETV facilities and extending the economic advantages of ETV throughout the State through the extension of additional closed-circuit multi-channel transmission capabilities.

Other Reports

ETV has in the past few years reported on its activities to the Budget and Control Board, the Governor, the General Assembly, and the people in many ways and publications. Among the most appropriate and current of these are the following:

South Carolina Instructional Television Resources, 1973-74.

Educational Television, "Police Training via ETV — From Crime to Court in South Carolina."

The South Carolina ETV Network.

Educational Television, "South Carolina ETV Network Joins With University of South Carolina to Offer New Opportunities for Businessmen Via ETV".

Educational Television, "South Carolinians Find Jobs Via ETV".

Supermarket To Satellite, Progress Report, South Carolina ETV Network, The Decade of the Sixties.

Educational Communications in South Carolina, Long-Term Projection, 1970.

South Carolina ETV Guide, Monthly.

Prescription For Future Shock, 1973.

Annual Reports.

ETV Awards

National Academy of Television Arts and Sciences 1969-1970 Station Award

National Academy of Television Arts and Sciences 1970-1971 Station Award

National Academy of Television Arts and Sciences 1974 Emmy for INSIDE/OUT (Instructional Television)

National Conference of Christians and Jews Mass Media Brotherhood Award

Ohio State Award for SPORTSMANLIKE DRIVING.

Ohio State Award for ELECTRONICS AT WORK

Ohio State Award for CHEMISTRY

Ohio State Award for SOUTH CAROLINA HISTORY

Ohio State Award for IT'S A NEW SOUND

Ohio State Award for THE GIFT OF THE MAGI

Southern Educational Communications Association Award for Outstanding Instructional Television for THE GIFT OF THE MAGI

Alfred P. Sloan Radio-TV Award for Distinguished Public Service in Highway Safety

Southern Educational Communications Association Award for Excellence in Instructional Programming.

Southern Educational Communications Association Certificate of Merit for Public Television Programming

American Express Police Science Award for the South Carolina ETV Law Enforcement Training Program

U. S. Department of Health, Education, and Welfare Citation for Outstanding Contribution to Health Mobilization Program

Corporation for Public Broadcasting Award for Excellence in Community Relations

American Automobile Association Commendation for SPORTSMANLIKE DRIVING

National Federation of Music Clubs Award of Merit, 1971
 National Federation of Music Clubs Award of Merit, 1974
 South Carolina Education Association School Bell Award
 American Society for Training and Development Public Service Award
 for EFFECTIVE SUPERVISION
 Ohio State Award for VANISHING TOWNS
 The Scripps-Howard Foundation Award, 1974
 Southern Educational Communications Association Award for Creative
 Production for PLAY IT AGAIN, UNCLE SAM, 1974-1975
 Southern Educational Communications Association Award for Best
 Public Television Program for PLAY IT AGAIN, UNCLE SAM,
 1974-1975
 Southern Educational Communications Association Award for Com-
 munity Service for PLAY IT AGAIN, UNCLE SAM, 1974-1975
 Southern Educational Communications Association Certificate of
 Merit in Public Television Programs for VANISHING TOWNS
 March of Dimes Certificate of Appreciation
 The Public Television Library Certificate of Recognition for VANISH-
 ING TOWNS
 The Association for Educational Communications and Technology of
 South Carolina's Annual Outstanding Program Award for the Pro-
 gram CERTIFICATE RENEWAL AND GRADUATE CREDIT
 IN-SERVICE FOR TEACHERS

S. C. ETV Commission Budget 1974-1975

The following budget statistics reflect how — in conjunction with the Agency's budget and organizational structure — expenditures were made to accomplish the goals and program accomplishments of the Agency and of the services provided to the State's citizens herein reported.

ADMINISTRATION & FINANCE

Personal Service	\$ 370,743
Other Operating Expenses	140,192

CONTINUING EDUCATION DIVISION

Personal Service	329,221
Other Operating Expenses	214,009

SPECIAL SERVICES DIVISION

Personal Service	418,961
Other Operating Expenses	3,419,940

OPERATIONS DIVISION

Personal Service	1,215,136
Other Operating Expenses	1,271,169
Educational Programs—Mental Retardation	48,202

STATION OPERATIONS — BEAUFORT

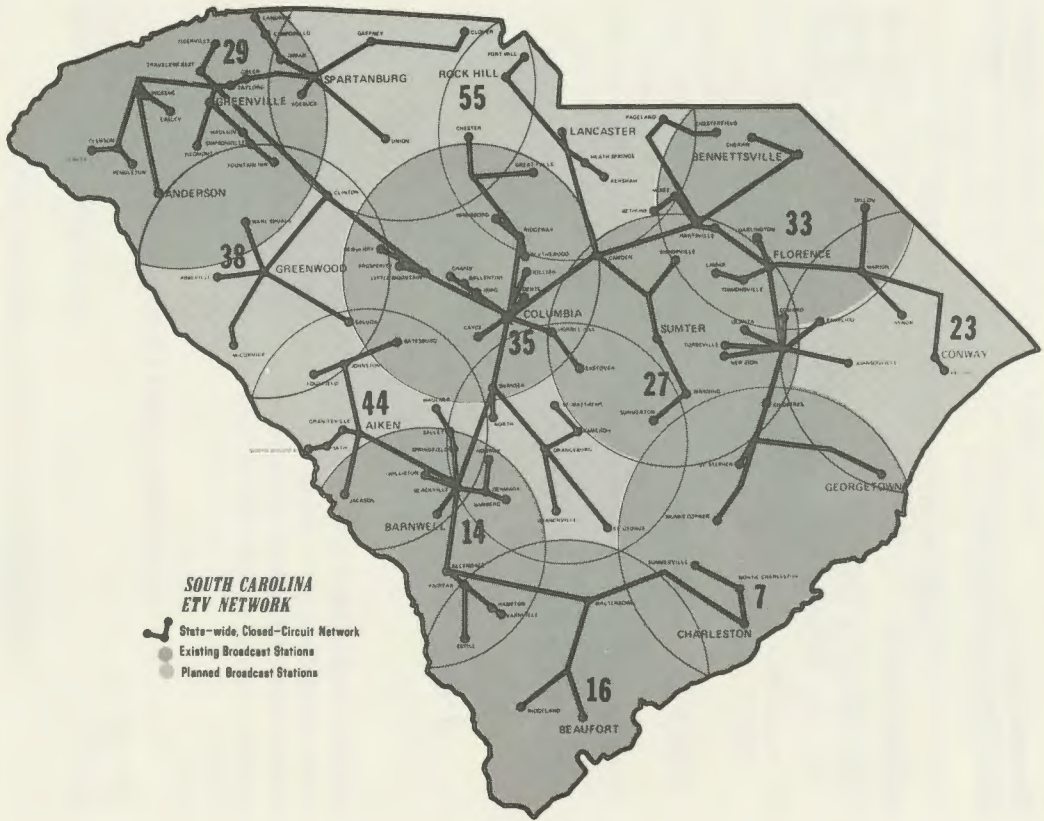
Personal Service	22,078
Other Operating Expenses	35,379

STATION OPERATIONS — SUMTER

Personal Service	34,708
Other Operating Expenses	24,296

TOTAL EXPENDITURES \$7,544,034

Network Map



Summary 1974-1975

ETV public school courses have continued to prove their usefulness as demonstrated by a 23.5% increase in ETV course utilization over last year. The total number of instructional television classes, as reported by the State Department of Education, also increased — by 20.6%. ETV public school course offerings have increased from 72 to 78. Higher education courses for college credit have increased from 54 to 60 and adult education offerings have also increased. All ETV courses now total 160, providing an incredibly diverse and valuable resource to schools at all levels of education.

South Carolina ETV now teaches 253,029 individual public school students located in 843 schools across the State. This nearly quarter of a million students take an average of 3.8 courses each. The fact that each of these students uses an average of nearly four courses proves the value of our multi-channel distribution system. This trend of constantly increasing utilization since ETV's beginnings in 1958 continues to prove that ETV offerings should be made available on a multi-channel basis to provide for maximum flexibility in scheduling. The numbers of teachers who voluntarily chose to apply television as a part of the learning resources of their classrooms last year was 8,111 — an increase of 12.5 % over the year before. This fact alone further demonstrates the need for ETV services and the willingness of teachers to use ETV profitably when they can receive it properly.

The ETV Network began construction of long-planned transmitting stations for Beaufort and Sumter; simultaneously, those two communities began construction on the production facilities to produce programs for those stations and the regional distribution centers of the closed circuit network in their respective areas of the State. The local tape and delay center for rebroadcasting instructional programs for the Spartanburg schools began operation. A teaching studio was created by the Lake City schools for feeding the 2500 MHz system constructed last year and for teaching electronic maintenance and production to high school students. Closed circuit service was improved by installing a second channel of service in 44 schools; a third channel in 116; second and third channels in 5; a fifth channel in 1; fourth, fifth and sixth channels were added to 5 schools, and, 21 schools were connected to the network which had never previously received closed circuit service at all. In summary, closed circuit service was upgraded in 192 schools throughout the State. The most dramatic increases in ETV services were in the field of Higher Education. Six open circuit courses were offered for college credit at home and 54 full credit courses were offered on closed circuit. Improved and increased service to State agencies re-

sulted in well over a million dollars in savings to the State through statewide conferences held over the closed circuit which eliminated the travel and expenses normally associated with such meetings. One out of every eight South Carolinians (318,167) was enrolled in formal course credit over ETV.

South Carolina ETV remains top in service, highest in efficiency of any State. South Carolinians have invested their resources wisely. We are now the only State that has created the backbone of transmission service which allows incredible efficiency to be derived from delivering educational materials through telecommunications. These materials support, undergird, and uplift education at all levels simultaneously.

In the mid-'70's we now stand where others would like to be. We built most of our system when costs were low. Now, we are applying it at a time when economic factors become a constantly more pressing concern.

In every area, ETV services have increased annually. Public school enrollment is more than ten times what it was only a decade ago. We teach enough higher education students to be a small college. More teachers apply ETV and educational radio to their classrooms and more teachers use ETV for their own continuing education and professional upgrading than ever before.

ETV is now applied to virtually every area of informational, educational communication in the State. Tremendous savings are being reaped because of the State's unique capacity to deliver information electronically, rather than requiring the costly movement of people, paper, and equipment.

Children's opportunities for learning at home and in school are offered more effectively than in other states. The multi-channel capacity of the closed circuit network makes possible the "piggybacking" of one educational service on top of another. At times, ETV transmits ten different, simultaneous programs to various groups of students, students widespread in their educational needs and their geographic location.

ETV is now pioneering in innovative uses of its services for handicapped South Carolinians with captioned programs for the deaf, the only full-time radio service exclusively for the blind, programs for the mentally retarded and those afflicted with other health problems or handicaps.

South Carolina is ahead of its time. The State's early recognition of the value of educational television has brought more learning for the dollar to South Carolina citizens in every corner of the State than could have been accomplished any other way.

Across its broad spectrum of services to South Carolina ETV has continued to pioneer in concepts and in the effective and efficient application of television to the State's needs.

Yet, the entire cost of providing this massive array of services remains

at the astonishingly low level of only 1.4% of the State's total education budget.

South Carolina ETV remains number one in the nation in service to its citizens.

